

## EdsGuild Meeting Notes 10/19/15 6:36pm

Attendance: Rebecca, Rob, Rich, Kathleen, Kristin, Jenn H, Julie, Jen G, Tamara by Skype.  
Guests: Kelley Frodel, Donita Leeson, Pm Weisenbaum, Christina, Jill, Casey Decker, Andie Tosh (sp?), Kristin.

Explanation of agenda and consent agenda by Rebecca.

### Action Items:

#### Conference Post-Mortem: How'd we do?

Rich: Think it went well, heard lots of good things, committee has discussed things they liked and things that can be fixed, still have debrief meeting in 2 weeks. Lots of discussion. Amanda Vail did sponsorship and she's soliciting response from them, she also crafted survey we have 60 responses so far, Rich printed out the comments. Transcribed ratings for various sessions. Budget also is not final numbers, but around 193 or 198 attendees, \$19250 intake, we were aiming for 225 attendees. \$2100 in sponsorship (in kind and cash). Looks like profit is in \$4,000 range (preliminary) - better than 2011 but not as good as 2013, but not certain yet. Main expenses were catering and rental of venue and the events people. We can probably skip that next time. Lots of volunteers, Pm did a great job educating and training them. Keynote was highly rated as well as the food, as did the vendor tables, including the guild.

Conference committee: Pm, Beth Chapple, Amanda Vail, Andie Ptak, Jill, Rich.

After-party turned out to be about 60 people, less than expected, but everyone was really happy with it.

Hopefully will have a digest of the survey info once it's all gathered and tabulated.

Rob: Financials - All bills but 1 are paid, waiting on address for that. Accounting software, our bank doesn't accept the extensions that come from the software, but they can send us a PDF. And our contact at the bank is gone, maybe a good time to decide how to move to another bank. Suggestions for bank or credit union are welcome. If we're going to switch, we might want to arrange next year's rooms with iLeap before we do that. Also looking at which Mondays we do want on that.

Whatever we owe Erik (our former web designer) would be based what was written into the budget last year... but we still haven't received anything from him and he's totally unresponsive. Probably we can argue a percentage down for lack of response if he does ever get around to invoicing us.

Worst case scenario we could scrape the website for the information like member profiles. So I will call Erik at the end of the week if he hasn't got back to either us or Cindy by then, and go from there. Update: we were unable to reach Erik, and getting the database dump from the site turned out to be a lot easier than anticipated, so we just went with that route. Passwords will need to be reset, but otherwise we have all the website content.

### Social Media for NaNoWriMo

Suggest contacting Karen Parkin, Beth Jusino, Jim Thompson, Andie, Rebecca. Short pithy things that are either content we generate or links to other things. Call out to the list-serv for volunteers - 10 people to do 3 days each, more if possible.

Planning for the future: Every January for the last 2 years we've done a board retreat - full day, opportunity for outgoing to get to know incoming and the remaining, get strategy work done, etc. We work with Becca Tilsen, who's done the morning with us and then we handle the rest of the day on our own. Do we want her for the full day?

Strategic planning, which would be a good thing to do this year since following year is the 20th anniversary (and a conference year)!

*Decision* - Becca for the morning, go through calendar to see if we have a Sunday in January when she is available. Survey to determine which weekend. Maybe last Sunday in January.

Retreat Location: Hiawatha Lofts previously but with Amanda not on board that may not work. Any of these smaller rooms at Good Shepherd would work, but we've had wifi problems in the past. Phinney Ridge Neighborhood Center also a possibility.

### More Conference Stuff!

Transfer of knowledge from this year's committee to next time's committee - we need to work on that next time. Conference committee wasn't aware of the limitations of the event planners, but we should have been clearer about their role and responsibilities up front.

Understanding from the start that some volunteers should be willing to not go to the sessions, just focus on making things work.

Maybe make a staffing plan for the next conference, Pm would be okay with doing it but would want guidance (Jill also said she would be okay with doing this).

Committee will need more people next time, something about 6 or 7 total people, but basically what they need are people who will DO things, and at least one more non-grunt, if we can use that term - someone committed to sharing the oversight. Maybe someone focusing on just day-of.

Clearer job descriptions for each position, do this during the debriefing, be clear about boundaries of each position and what other positions will be, what time commitments will be for each, etc.

Venue: Not enough close classrooms, maybe do the conference earlier if we stick with this venue, so that the weather is a bit more reliable. Also very hard on the staff for the event. BUT they do allow external catering, which can definitely be a benefit. Maybe consider doing conference in Portland at some point to really live the “regional” thing. Or even somewhere in Olympia or something. Maybe expand to 2 days at some point in the future. Start contacting winery/brewery or something earlier next time, get going early enough to do liquor requirements for UW, or not do UW so we can have alcohol at the after party.

Maybe commission presenters next time instead of / in addition to requesting open suggestions.

System for round-tables needs to be a discussion leading into the next conference - getting them more focused and working better.

Toddie has found a full time job and will be stepping down, so we need to consider a draft of a new job description doc to expand job at pace with the guild’s expansion.

Everything posted on the website must be proofread, the admin should organize this. Volunteer position, perhaps, shared by 2 people. Also might organize little one-off projects, collecting information from members / supporting the board.

How much is the admin involved in conference planning? Definitely involved in registration for one-off events.

Toddie is updating the handbook that Anne Moreau left for her and will train her replacement.

Not a ton of work right now (until December), but Toddie will be replaced ASAP. Needed by end of November.

Start internally within the guild, which would make the learning curve less steep.